NEXT LEVEL

FAN ENGAGEMENT

READY FOR YOUR TV, WEB, APPS & SOCIAL

Voting | Rating | Choices | Challenge | Casting | Battle | Swipe

Interactive technology & apps for Love Island

Choicely has created a massively scalable, easily deployable platform for engaging fans across web, app, social and linear broadcast. We offer a broad suite of interactive content tools that can be integrated into any website or app in minutes and are pre-built with social sharing features, along with premium monetization integrations. Soon you will also be able to publish localized websites and native iOS and Android apps directly from Choicely's publishing system that can be ready to launch within days at a very competitive market price.

SOLUTION

- Choicely provides ITV / Love Island with cutting-edge technology for advanced fan engagement
- Choicely provides integrated technology and interactive apps & websites instantly
- High quality digital engagement & quality push notifications enable new ad sales & data play

ROCKET SPEED

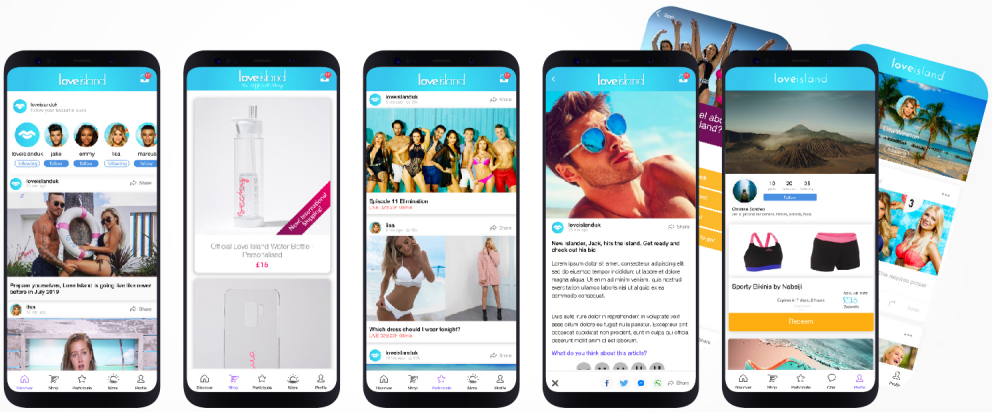
- Choicely technology is production ready now for cross-platform integration
- The modern user interfaces will provide true added value for ITV formats & audiences
- Choicely technology comes with full scalability for every market and business opportunities, including premium voting and advertiser tools tools for sponsors

GOALS

- Accelerate time-to-market for digital content publishing with lower resource requirements
- Significantly reduce cost of production, especially for app development
- Empower fan communities with fun interactive experiences, drive incremental revenue and provide superior consumer insights

ADVANCED APP CONCEPT FOR LOVE ISLAND

EMPOWER FAN COMMUNITY WITH ADVANCED SOCIAL & INTERACTIVE FEATURES



Personalized feed | Ecommerce | Voting, rating & Fan challenges | Articles, polls & more | Love Island Profiles

TOOLS

ADVANCED INTERACTIVE FORMATS

Voting · Rating · Choices · Challenge · Casting · Battle · Swipe

INTEGRATED ADVERTISING TOOLS

Lead capture · Click to call · Branded voting buttons · Video ads · Boost downloads & subscriptions · e-commerce integration · Custom call to actions

HIGH PERFORMANCE & SCALABILITY

Responsive design · Global server optimisation · Fast loading · Millions of simultaneous users

PLATFORM

CHOICELY STUDIO TOOLS

CREATE & MANAGE INTERACTIVE CONTENT, BUILD OR CONNECT TO APPS & WEBSITES

+brand page

myshow

+brand admins

brand admins

show stars

fans

judges

+create content

Articles & feed posts

Interactive content

Chat

Ads

Rewards in Coupons

Ecommerce Integration

+premium customization

1) No login
2) Choicely login
-Results by demographics with Facebook login
3) Customer login
-Grow your fan database

Identification options

- Moderate user generated content
- Choicely pre-filters user generated content using machine learning

Moderation

Judges

Contest rules

Personalized feed content

Social user interaction

Push notifications

In-app messaging

User generated content

Social interaction

Integrate to your website, app, TV & social

Build your own custom website & app with Choicely tools

+fan interfaces

Website

iOS & Android Apps

TV & stream

Social

Show results & allow interactions on TV & stream

All content is shareable to social to drive traffic to your web & apps

FAN INTERACTION

Choicely

Platform Capabilities & Features

CAPABILITY	CHOICELY	DESCRIPTION
PLATFORM CAPABILITIES		Create brand platforms on Choicely and manage content on all platforms
CROSS-PLATFORM CONTENT	✔	Create cross-platform content, interactive events & more
INSTANT INTEGRATIONS	✔	Integrate content on websites & apps instantly
INSTANT WEBSITES & APPS	COMING SOON	Create interactive websites & apps in days
FORMATS		Enrich fan engagement through interactive formats
VOTING / POLLING	✔	Create playful votes with extensive features
RATING	✔	Create advanced rating for fans & professionals
CHOICES / REACTIONS	✔	Get playful feedback with customizable reaction buttons
FAN CHALLENGES	✔	Create fan challenges with live rated user generated content
BATTLE	✔	Create fun voting between 2 choices in randomized pairs
1VS1	✔	Create fun voting between 2 choices
SWIPE	✔	Try online eliminations with multiple elimination rounds
CASTING	✔	Create streamlined casting - better results in less time
ARTICLES	✔	Post articles using text, images, image galleries, videos and more
INTEGRATIONS		Integrate Choicely formats on all platforms
WEBSITES	✔	Embed customized interactive formats to your website
NATIVE IOS & ANDORID APPS	✔	Add customized interactive formats to your app
TV BROADCAST	✔	API for showing live results on TV Screen
SOCIAL MEDIA	✔	Social sharing available to direct traffic into content owner´s digital properties
FEATURES		Use advanced digital toolset to create great fan experiences
BRAND PAGE	✔	Create & manage all interactive content in one place
TEAM WORK	✔	Create & manage all interactive content in teams locally and globally
EASY TO USE	✔	Create interactive formats in minutes, optimized for engagement
PROFESSIONAL CONFIGURATION	✔	Manage your brand site, interactive formats & widgets

VISUAL INTERFACE	✔	Create entertaining experiences with images, videos & stories
AR & VR EXPERIENCE	✔	Jump to the future, offer AR experiences
HIGH SCALABILITY	✔	Manage millions of simultaneous users
PUSH NOTIFICATIONS	✔	Instant targeted consumer engagement
LIVE RESULTS	✔	Show real time results on websites, apps, TV & stream
REWARDS	✔	Attract more audience with rewards
3 LEVELS OF AUTHENTICATION	✔	3 levels of authentication available
MEANINGFUL DATA	✔	See & learn from choices different people make with demographic data
DASHBOARD	✔	View an extensive dashboard of fan engagement
SECURITY	✔	Professional security provided by Google Cloud and automated verifications
MODERATION	✔	Easily moderate user generated content, premoderation by machine learning
SOCIAL	✔	Integrated social sharing to direct traffic into content owner´s digital properties
CONTESTANT PROFILES	✔	Enrich contestant profiles with stories, multiple images & videos
PERSONALIZED CONTENT	✔	Enable personalized feeds for fans by following their favorite show stars
JUDGES	COMING SOON	Add Judges with custom set power % in each contest
CHAT	COMING SOON	Empower fan cummunities with native chat
ADVANCED SETTINGS		Customize Choicely formats on the go
RESULTS VISIBILITY	✔	Set results to live, set time or hidden according to your needs
AMOUNT OF FREE VOTES	✔	Set the amount of free votes / user in each contest
VOTE LIMIT / CONTESTANT	✔	Set the limit how many times user can votes each contestant
CANCEL VOTES	✔	Enable unvote according to your needs
IDENTIFICATION	✔	Set identification on / off, use social login, custom login according to your needs
IP RESTRICTIONS	✔	Set vote limit / IP address
REVENUE & SPONSORSHIP		Monetize your fanbase with integrated ad campaigns
PREMIUM VOTES	✔	Let fans support their favourites by buying extra vote packages
AD VOTES	✔	Let fans earn extra votes by watching video commercials
LEAD CAPTURE	✔	Use lead capture forms to grow your / sponsor database
BRANDED BUTTONS	✔	Sponsored interactive button with branded images & animations
CUSTOM AD INTEGRATIONS	✔	On demand